

This invention pertains to silicone core-shell or gel particles that contain active ingredients. The silicone particles are produced by emulsifying and reacting a composition comprising a siloxane having a first reactive group, a crosslinker having a second reactive group, at least one emulsion liquid, a surfactant and an active ingredient. The active ingredient is encapsulated in the silicone particle and are useful in personal care products, textiles, auto care products, and laundry products for the delivery of active ingredients.